

WHAT IS CLAIMED IS:

1. A method of evaluating a direct mail marketing campaign, comprising:
receiving a value representing a number of customers targeted for the
direct mail marketing campaign;
receiving a production cost of the direct mail marketing campaign;
receiving a cost of a shipping service;
receiving financial information for the direct mail marketing campaign;
determining the return on investment of the direct mail marketing
campaign based on at least one of the production cost, shipping
service cost, and financial information; and
outputting the return on investment of the direct mail marketing
campaign.
2. The method according to claim 1, wherein receiving a production cost
comprises:
receiving a production cost of marketing material; and
receiving a cost of a mailing list and a cost of printing the marketing
material.
3. The method according to claim 2, wherein the marketing material
production cost includes:
an all-inclusive production cost.

FINNEGAN
HENDERSON
FARABO W
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

4. The method according to claim 2, wherein the marketing material production cost includes:

administrative and planning costs, creative cost, film and photography cost, data processing cost, professional fees, freight, and other production costs.

5. The method according to claim 2, wherein the mailing list cost includes:

list acquisition cost.

6. The method according to claim 2, wherein the printing cost includes: folding, inserting, and labeling cost.

7. The method according to claim 1, wherein receiving a shipping cost comprises:

receiving a shipping rate;

receiving a discount; and

determining a total shipping cost by reducing the shipping rate by the discount.

8. The method according to claim 1, wherein receiving financial information comprises:

receiving a response rate; and

receiving an expected price of items marketed in the direct mail
marketing campaign.

9. The method according to claim 8, wherein determining the return on
investment comprises:

determining a direct mail marketing campaign cost based on the
production and shipping costs;

receiving a close ratio;

determining a gross profit for the items marketed in the direct mail
marketing campaign;

determining a net profit based on the gross profit and the direct mail
marketing campaign costs; and

determining the return on investment based on the net profit and the
direct mail marketing campaign costs.

10. The method according to claim 1, further comprising determining a
lifetime value of the marketing campaign.

11. The method according to claim 10, wherein determining the lifetime
value of the marketing campaign comprises:

receiving a value of a sale;

receiving a number of sales per year;

receiving a number of years retained;

receiving a retention rate;

determining a lifetime value of the customer based on the sale value,
number of sales per year, number of years retained, number of
targeted customers;

determining a number of customers acquired based on the financial
information of the direct mail marketing campaign and number
of targeted customers; and

determining the lifetime value of the campaign based on the number of
customers acquired, retention rate, and a lifetime value of the
customer.

12. The method according to claim 11, further comprising:
- receiving a number of touches per year; and
- determining a lifetime mailing investment.

13. The method according to claim 1, wherein outputting the return on
investment comprises:

generating an executive summary; and

outputting the executive summary.

14. A system for evaluating a direct mail marketing campaign, comprising:
- means for receiving a value representing a number of customers
targeted for the direct mail marketing campaign;

means for receiving a production cost of the direct mail marketing campaign;

means for receiving a cost of a shipping service;

means for receiving financial information for the direct mail marketing campaign;

means for determining the return on investment of the direct mail marketing campaign based on at least one of the production cost, shipping service cost, and financial information; and

means for outputting the return on investment of the direct mail marketing campaign.

15. The system according to claim 14, wherein the means for receiving a production cost comprises:

means for receiving a production cost of marketing material; and

means for receiving a cost of a mailing list and a cost of printing the marketing material.

16. The system according to claim 15, wherein the marketing material production cost includes:

an all-inclusive production cost.

17. The system according to claim 15, wherein the marketing material production cost includes:

administrative and planning costs, creative cost, film and photography cost, data processing cost, professional fees, freight, and other production costs.

18. The system according to claim 15, wherein the mailing list cost includes:

list acquisition cost.

19. The system according to claim 15, wherein the printing cost includes: folding, inserting, and labeling cost.

20. The system according to claim 14, wherein the means for receiving a shipping cost comprises:

means for receiving a shipping rate;

means for receiving a discount; and

means for determining a total shipping cost by reducing the shipping rate by the discount.

21. The system according to claim 14, wherein the means for receiving financial information comprises:

means for receiving a response rate; and

means for receiving an expected price of items marketed in the direct mail marketing campaign.

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

22. The system according to claim 21, wherein the means for determining the return on investment comprises:

means for determining a direct mail marketing campaign cost based on the production cost and shipping costs;

means for receiving a close ratio;

means for determining a gross profit for the items marketed in the direct mail marketing campaign;

means for determining a net profit based on the gross profit and the direct mail marketing campaign costs; and

means for determining the return on investment based on the net profit and the direct mail marketing campaign costs.

23. The system according to claim 14, further comprising means for determining a lifetime value of the marketing campaign.

24. The system according to claim 23, wherein the means for determining the lifetime value of the marketing campaign comprises:

means for receiving a value of a sale;

means for receiving a number of sales per year;

means for receiving a number of years retained;

means for receiving a retention rate;

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

means for determining a lifetime value of the customer based on the sale value, number of sales per year, number of years retained, number of targeted customers;

means for determining a number of customers acquired based on the financial information of the direct mail marketing campaign and number of targeted customers; and

means for determining the lifetime value of the campaign based on the number of customers acquired, retention rate, and a lifetime value of the customer.

25. The system according to claim 24, further comprising:
means for receiving a number of touches per year; and
means for determining a lifetime mailing investment.

26. The system according to claim 14, wherein the means for outputting the return on investment comprises:
means for generating an executive summary; and
means for outputting the executive summary.

27. A computer readable medium including instructions for causing a computer system to execute a method for evaluating a direct mail marketing campaign, the method comprising:

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

receiving a value representing a number of customers targeted for the
direct mail marketing campaign;
receiving a production cost of the direct mail marketing campaign;
receiving a cost of a shipping service;
receiving financial information for the direct mail marketing campaign;
determining the return on investment of the direct mail marketing
campaign based on at least one of the production cost, shipping
service cost, and financial information; and
outputting the return on investment of the direct mail marketing
campaign.

28. The computer readable medium according to claim 27, wherein
receiving a production cost comprises:

receiving a production cost of marketing material; and
receiving a cost of a mailing list and a cost of printing the marketing
material.

29. The computer readable medium according to claim 28, wherein the
marketing material production cost includes:
an all-inclusive production cost.

30. The computer readable medium according to claim 28, wherein the
marketing material production cost includes:

administrative and planning costs, creative cost, film and photography cost, data processing cost, professional fees, freight, and other production costs.

31. The computer readable medium according to claim 28, wherein the mailing list cost includes:

list acquisition cost.

32. The computer readable medium according to claim 28, wherein the printing cost includes:

folding, inserting, and labeling cost.

33. The computer readable medium according to claim 27, wherein receiving a shipping cost comprises:

receiving a shipping rate;

receiving a discount; and

determining a total shipping cost by reducing the shipping rate by the discount.

34. The computer readable medium according to claim 27, wherein receiving financial information comprises:

receiving a response rate; and

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

receiving an expected price of items marketed in the direct mail marketing campaign.

35. The computer readable medium according to claim 34, wherein determining the return on investment comprises:

determining a direct mail marketing campaign cost based on the production cost and shipping costs;

receiving a close ratio;

determining a gross profit for the items marketed in the direct mail marketing campaign;

determining a net profit based on the gross profit and the direct mail marketing campaign costs; and

determining the return on investment based on the net profit and the direct mail marketing campaign costs.

36. The computer readable medium according to claim 27, further comprising determining a lifetime value of the marketing campaign.

37. The computer readable medium according to claim 36, wherein determining the lifetime value of the marketing campaign comprises:

receiving a value of a sale;

receiving a number of sales per year;

receiving a number of years retained;

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

receiving a retention rate;

determining a lifetime value of the customer based on the sale value,
number of sales per year, number of years retained, number of
targeted customers;

determining a number of customers acquired based on the financial
information of the direct mail marketing campaign and number
of targeted customers; and

determining the lifetime value of the campaign based on the number of
customers acquired, retention rate, and a lifetime value of the
customer.

38. The computer readable medium according to claim 37, further
comprising:

receiving a number of touches per year; and

determining a lifetime mailing investment.

39. The computer readable medium according to claim 27, wherein
outputting the return on investment comprises:

generating an executive summary; and

outputting the executive summary.

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

40. A method for promoting a direct mail marketing campaign, comprising:
receiving information on an entity for the direct mail marketing
campaign;
inputting the information;
determining return on investment values of the direct mail marketing
campaign based on the received information and on cost data of
a plurality of shipping services;
outputting and transmitting the return on investment values to the
entity,
wherein the return on investment values differ as a function of the
plurality of shipping services.

41. The method according to claim 40, wherein determining the return on
investment comprises:
receiving a number of customers targeted for the direct mail marketing
campaign;
receiving a production cost of the direct mail marketing campaign;
receiving a cost of a shipping service;
receiving financial information for the direct mail marketing campaign;
determining the return on investment of the direct mail marketing
campaign based on the production cost, shipping service cost,
and financial information; and

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

outputting the return on investment of the direct mail marketing campaign.

42. The method according to claim 41, further comprising determining a lifetime value of the marketing campaign.

43. A system for promoting a direct mail marketing campaign, comprising:

means for receiving information on an entity for the direct mail marketing campaign;

means for inputting the information;

means for determining return on investment values of the direct mail marketing campaign based on the received information and on cost data of a plurality of shipping services;

means for outputting and transmitting the return on investment values to the entity,

wherein the return on investment values differ as a function of the plurality of shipping services.

44. The system according to claim 43, wherein the means for determining the return on investment comprises:

means for receiving a number of customers targeted for the direct mail marketing campaign;

means for receiving a production cost of the direct mail marketing campaign;

means for receiving a cost of a shipping service;

means for receiving financial information for the direct mail marketing campaign;

means for determining the return on investment of the direct mail marketing campaign based on the production cost, shipping service cost, and financial information; and

means for outputting the return on investment of the direct mail marketing campaign.

45. The system according to claim 44, further comprising means for determining a lifetime value of the marketing campaign.

46. A computer readable medium including instructions for causing a computer system to execute a method for promoting a direct mail marketing campaign, the method comprising:

receiving information on an entity for the direct mail marketing campaign;

inputting the information;

determining return on investment values of the direct mail marketing campaign based on the received information and on cost data of a plurality of shipping services;

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

outputting and transmitting the return on investment values to the
entity,

wherein the return on investment values differ as a function of the
plurality of shipping services.

47. The computer readable medium according to claim 46, wherein
determining the return on investment comprises:

receiving a number of customers targeted for the direct mail marketing
campaign;

receiving a production cost of the direct mail marketing campaign;

receiving a cost of a shipping service;

receiving financial information for the direct mail marketing campaign;

determining the return on investment of the direct mail marketing

campaign based on the production cost, shipping service cost,

and financial information; and

outputting the return on investment of the direct mail marketing
campaign.

48. The computer readable medium according to claim 47, further
comprising determining a lifetime value of the marketing campaign.

49. A method for comparing shipping services, comprising:

receiving at least two shipping services to be compared;

receiving at least one shipping method of each shipping service to be compared;

receiving characteristics of items to be shipped by the at least one shipping method;

receiving parameters of the at least one shipping method of each shipping service;

determining the cost of the at least one shipping method;

determining the difference in cost of the at least one shipping method of each shipping service; and

outputting the difference in cost of the at least one shipping method of each shipping service.

50. The method according to claim 49, wherein selecting the characteristics of items to be shipped comprises:

receiving a quantity of items;

receiving a weight class of the items; and

receiving a geographic location of the items.

51. The method according to claim 50, wherein

receiving the weight class comprises receiving multiple weight classes

and receiving a distribution of the quantity of items over the multiple weight class; and

receiving the geographic location of the items comprises receiving multiple geographic locations and receiving a distribution of the quantity of items over the multiple geographic location.

52. The method according to claim 49, wherein determining the parameters of each shipping method, comprises:

receiving primary charges associated with the at least one shipping method;

receiving secondary charges associated with the at least one shipping method; and

receiving discounts associated with the at least one shipping method.

53. The method according to claim 52, wherein the primary charges associated with the at least one shipping method comprise:

a shipping fee.

54. The method according to claim 52, wherein the secondary charges associated with the at least one shipping method comprise:

a residential surcharge, a rural surcharge, an address correction fee, and a fuel surcharge.

55. The method according to claim 49, wherein outputting the difference in cost comprises outputting a difference in total cost and annual costs.

4

56. A system for comparing shipping services, comprising:

- means for receiving at least two shipping services to be compared;
- means for receiving at least one shipping method of each shipping service to be compared;
- means for receiving characteristics of items to be shipped by the at least one shipping method;
- means for receiving parameters of the at least one shipping method of each shipping service;
- means for determining the cost of the at least one shipping method;
- means for determining the difference in cost of the at least one shipping method of each shipping service; and
- means for outputting the difference in cost of the at least one shipping method of each shipping service.

57. The system according to claim 56, wherein the means for selecting the characteristics of items to be shipped comprises:

- means for receiving a quantity of items;
- means for receiving a weight class of the items; and
- means for receiving a geographic location of the items.

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

58. The system according to claim 57, wherein
the means for receiving the weight class comprises means for
receiving multiple weight classes and means for receiving a
distribution of the quantity of items over the multiple weight
class; and
the means for receiving the geographic location of the items comprises
means for receiving multiple geographic locations and means
for receiving a distribution of the quantity of items over the
multiple geographic location.

59. The system according to claim 56, wherein the means for determining
the parameters of each shipping method, comprises:
means for receiving primary charges associated with the at least one
shipping method;
means for receiving secondary charges associated with the at least
one shipping method; and
means for receiving discounts associated with the at least one shipping
method.

60. The system according to claim 59, wherein the primary charges
associated with the at least one shipping method comprise:
a shipping fee.

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

61. The system according to claim 59, wherein the secondary charges associated with the at least one shipping method comprise:

a residential surcharge, a rural surcharge, an address correction fee,
and a fuel surcharge.

62. The system according to claim 56, wherein outputting the difference in cost comprises outputting a difference in total costs and annual costs.

63. A computer readable medium including instructions for causing a computer system to execute a method for comparing shipping services, the method comprising:

receiving at least two shipping services to be compared;

receiving at least one shipping method of each shipping service to be compared;

receiving characteristics of items to be shipped by the at least one shipping method;

receiving parameters of the at least one shipping method of each shipping service;

determining the cost of the at least one shipping method;

determining the difference in cost of the at least one shipping method

of each shipping service; and

outputting the difference in cost of the at least one shipping method of each shipping service.

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

64. The computer readable medium according to claim 63, wherein selecting the characteristics of items to be shipped comprises:

receiving a quantity of items;
receiving a weight class of the items; and
receiving a geographic location of the items.

65. The computer readable medium according to claim 64, wherein receiving the weight class comprises receiving multiple weight classes and receiving a distribution of the quantity of items over the multiple weight class; and
receiving the geographic location of the items comprises receiving multiple geographic locations and receiving a distribution of the quantity of items over the multiple geographic location.

66. The computer readable medium according to claim 63, wherein determining the parameters of each shipping method, comprises:

receiving primary charges associated with the at least one shipping method;
receiving secondary charges associated with the at least one shipping method; and
receiving discounts associated with the at least one shipping method.

67. The computer readable medium according to claim 66, wherein the primary charges associated with the at least one shipping method comprise:

a shipping fee.

68. The computer readable medium according to claim 66, wherein the secondary charges associated with the at least one shipping method comprise:

a residential surcharge, a rural surcharge, an address correction fee,
and a fuel surcharge.

69. The computer readable medium according to claim 63, wherein outputting the difference in cost comprises outputting a difference in total cost and annual costs.

70. A method of evaluating a direct mail marketing campaign, comprising:
receiving information specifying a type of scenario;
receiving a number of customers targeted for the direct mail marketing campaign;
determining a production cost of the direct mail marketing campaign, a cost of a shipping service, and financial information for the direct mail marketing campaign;
determining the return on investment of the direct mail marketing campaign based on the production cost, shipping service cost, and financial information; and

outputting the return on investment of the direct mail marketing
campaign

wherein the type of scenario is a standard scenario.

71. A system for evaluating a direct mail marketing campaign, comprising:
- means for receiving information specifying a type of scenario;
 - means for receiving a number of customers targeted for the direct mail marketing campaign;
 - means for determining a production cost of the direct mail marketing campaign, a cost of a shipping service, and financial information for the direct mail marketing campaign;
 - means for determining the return on investment of the direct mail marketing campaign based on the production cost, shipping service cost, and financial information; and
 - means for outputting the return on investment of the direct mail marketing campaign
- wherein the type of scenario is a standard scenario.

72. A computer readable medium including instructions for causing a computer system to execute a method for evaluating a direct mail marketing campaign, the method comprising:
- receiving information specifying a type of scenario;

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

receiving a number of customers targeted for the direct mail marketing campaign;
determining a production cost of the direct mail marketing campaign, a cost of a shipping service, and financial information for the direct mail marketing campaign;
determining the return on investment of the direct mail marketing campaign based on the production cost, shipping service cost, and financial information; and
outputting the return on investment of the direct mail marketing campaign
wherein the type of scenario is a standard scenario.

73. A method of evaluating a direct mail marketing campaign, comprising:
receiving information specifying a type of scenario;
receiving a number of customers targeted for the direct mail marketing campaign;
receiving a production cost of the direct mail marketing campaign,
determining a cost of a shipping service;
receiving financial information for the direct mail marketing campaign;
determining the return on investment of the direct mail marketing campaign based on the production cost, shipping service cost, and financial information; and

outputting the return on investment of the direct mail marketing
campaign
wherein the type of scenario is a custom scenario.

74. A system for evaluating a direct mail marketing campaign, comprising: 14
- means for receiving information specifying a type of scenario;
 - means for receiving a number of customers targeted for the direct mail marketing campaign;
 - means for receiving a production cost of the direct mail marketing campaign,
 - means for determining a cost of a shipping service;
 - means for receiving financial information for the direct mail marketing campaign;
 - means for determining the return on investment of the direct mail marketing campaign based on the production cost, shipping service cost, and financial information; and
 - means for outputting the return on investment of the direct mail marketing campaign
- wherein the type of scenario is a custom scenario.

75. A computer readable medium including instruction for causing a 15
- computer system to execute a method for evaluating a direct mail marketing campaign, the method comprising:

receiving information specifying a type of scenario;
receiving a number of customers targeted for the direct mail marketing
campaign;
receiving a production cost of the direct mail marketing campaign,
determining a cost of a shipping service;
receiving financial information for the direct mail marketing campaign;
determining the return on investment of the direct mail marketing
campaign based on the production cost, shipping service cost,
and financial information; and
outputting the return on investment of the direct mail marketing
campaign
wherein the type of scenario is a custom scenario.

76. A method for promoting a direct mail marketing campaign, comprising:
- receiving information on an entity for the direct mail marketing
campaign;
inputting the information;
determining the return on investment of the direct mail marketing
campaign based on the received information;
outputting and transmitting the return on investment to the entity,
receiving at least two shipping services to be compared;
receiving at least one shipping method of each shipping service to be
compared;

receiving characteristics of items to be shipped by the at least one shipping method;

receiving parameters of the at least one shipping method of each shipping service;

determining the cost of the at least one shipping method;

determining the difference in cost of the at least one shipping method of each shipping service; and

outputting the difference in cost of the at least one shipping method of each shipping service.

wherein the return on investment and difference in cost is used to promote the shipping service.

77. The method according to claim 76, wherein determining the return on investment comprises:

receiving a number of customers targeted for the direct mail marketing campaign;

receiving a production cost of the direct mail marketing campaign;

receiving financial information for the direct mail marketing campaign;

determining the return on investment of the direct mail marketing campaign based on the production cost, shipping method cost, and financial information; and

outputting the return on investment of the direct mail marketing campaign.

78. The method according to claim 77, further comprising determining a lifetime value of the marketing campaign.

79. A system for promoting a direct mail marketing campaign, comprising:

- means for receiving information on an entity for the direct mail marketing campaign;
- means for inputting the information;
- means for determining the return on investment of the direct mail marketing campaign based on the received information;
- means for outputting and transmitting the return on investment to the entity,
- means for receiving at least two shipping services to be compared;
- means for receiving at least one shipping method of each shipping service to be compared;
- means for receiving characteristics of items to be shipped by the at least one shipping method;
- means for receiving parameters of the at least one shipping method of each shipping service;
- means for determining the cost of the at least one shipping method;
- means for determining the difference in cost of the at least one shipping method of each shipping service; and

17

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

means for outputting the difference in cost of the at least one shipping method of each shipping service.

wherein the return on investment and difference in cost is used to promote the shipping service.

80. The system according to claim 79, wherein the means for determining the return on investment comprises:

means for receiving a number of customers targeted for the direct mail marketing campaign;

means for receiving a production cost of the direct mail marketing campaign;

means for receiving financial information for the direct mail marketing campaign;

means for determining the return on investment of the direct mail marketing campaign based on the production cost, shipping method cost, and financial information; and

means for outputting the return on investment of the direct mail marketing campaign.

81. The system according to claim 80, further comprising means for determining a lifetime value of the marketing campaign.

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

19
82. A computer readable medium comprising instructions for causing a computer system to execute a method for promoting a direct mail marketing campaign, the method comprising:

receiving information on an entity for the direct mail marketing campaign;

inputting the information;

determining the return on investment of the direct mail marketing campaign based on the received information;

outputting and transmitting the return on investment to the entity;

receiving at least two shipping services to be compared;

receiving at least one shipping method of each shipping services to be compared;

receiving characteristics of items to be shipped by the at least one shipping method;

receiving parameters of the at least one shipping method of each shipping service;

determining the cost of the at least one shipping method;

determining the difference in cost of the at least one shipping method of each shipping service; and

outputting the difference in cost of the at least one shipping method of each shipping service.

wherein the return on investment and difference in cost is used to promote the shipping service.

83. The computer readable medium according to claim 82, wherein determining the return on investment comprises:

receiving a number of customers targeted for the direct mail marketing campaign;

receiving a production cost of the direct mail marketing campaign;

receiving financial information for the direct mail marketing campaign;

determining the return on investment of the direct mail marketing

campaign based on the production cost, shipping method cost, and financial information; and

outputting the return on investment of the direct mail marketing campaign.

84. The computer readable medium according to claim 83, further comprising determining a lifetime value of the marketing campaign.

85. A system for evaluating a direct mail marketing campaign, comprising:

a component receiving a value representing a number of customers targeted for the direct mail marketing campaign;

a component receiving a production cost of the direct mail marketing campaign;

a component receiving a cost of a shipping service;

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com

a component receiving financial information for the direct mail
marketing campaign;

a component determining the return on investment of the direct mail
marketing campaign based on at least one of the production
cost, shipping service cost, and financial information; and

a component outputting the return on investment of the direct mail
marketing campaign.

86. A system for promoting a direct mail marketing campaign, comprising:
- a component receiving information on an entity for the direct mail
marketing campaign;
- a component inputting the information;
- a component determining return on investment values of the direct mail
marketing campaign based on the received information and on
cost data of a plurality of shipping services;
- a component outputting and transmitting the return on investment
values to the entity,
- wherein the return on investment values differ as a function of the
plurality of shipping services.

87. A system for comparing shipping services, comprising:
- a component receiving at least two shipping services to be compared;

a component receiving at least one shipping method of each shipping service to be compared;

a component receiving characteristics of items to be shipped by the at least one shipping method;

a component receiving parameters of the at least one shipping method of each shipping service;

a component determining the cost of the at least one shipping method;

a component determining the difference in cost of the at least one shipping method of each shipping service; and

a component outputting the difference in cost of the at least one shipping method of each shipping service.

88. A system for evaluating a direct mail marketing campaign, comprising:
- a component receiving information specifying a type of scenario;
- a component receiving a number of customers targeted for the direct mail marketing campaign;
- a component determining a production cost of the direct mail marketing campaign, a cost of a shipping service, and financial information for the direct mail marketing campaign;
- a component determining the return on investment of the direct mail marketing campaign based on the production cost, shipping service cost, and financial information; and

a component outputting the return on investment of the direct mail
marketing campaign
wherein the type of scenario is a standard scenario.

89. A system for evaluating a direct mail marketing campaign, comprising:
- a component receiving information specifying a type of scenario;
 - a component receiving a number of customers targeted for the direct mail marketing campaign;
 - a component receiving a production cost of the direct mail marketing campaign,
 - a component determining a cost of a shipping service;
 - a component receiving financial information for the direct mail marketing campaign;
 - a component determining the return on investment of the direct mail marketing campaign based on the production cost, shipping service cost, and financial information; and
 - a component outputting the return on investment of the direct mail marketing campaign
- wherein the type of scenario is a custom scenario.

90. A system for promoting a direct mail marketing campaign, comprising:
- a component receiving information on an entity for the direct mail marketing campaign;

a component inputting the information;

a component determining the return on investment of the direct mail marketing campaign based on the received information;

a component outputting and transmitting the return on investment to the entity,

a component receiving at least two shipping services to be compared;

a component receiving at least one shipping method of each shipping service to be compared;

a component receiving characteristics of items to be shipped by the at least one shipping method;

a component receiving parameters of the at least one shipping method of each shipping service;

a component determining the cost of the at least one shipping method;

a component determining the difference in cost of the at least one shipping method of each shipping service; and

a component outputting the difference in cost of the at least one shipping method of each shipping service.

wherein the return on investment and difference in cost is used to promote the shipping service.